

## Why Advertise In the OOHNA Journal?

### You can speak directly to more than 1,200 potential clients:

- Subscribers primarily in Ontario but also in other provinces, states and Europe receive the Journal three times a year.
- Respected decision-makers, 85% of Occupational Health Nurses directly purchase products and services. (2006 Readership survey)
- 80% of Occupational Health Nurses are employed by companies with annual occupational health and safety budgets ranging *on average* \$100 - \$500K. (2006 Readership survey)

### You will be seen in the best company:

- The APEX award winning OOHNA Journal is one of Canada's most prestigious professional journals for health and safety specialists.
- Our readers look to the Journal for information and advice on products and services to enhance their practice and their lives.

### Your ad will have a long shelf life:

- Our Journals are maintained in occupational health and safety libraries throughout North America.
- Most issue of the Journal are kept indefinitely by members and are read by many people other than those who subscribe to them – worldwide via CINAHL.

### Mechanical Requirements

**ELECTRONIC COPY (Preferred):** Please email ads to [journal@oohna.on.ca](mailto:journal@oohna.on.ca) with the company name and ad specifications. Acceptable formats: **Quark XPress, or InDesign ONLY**. Resolution: 320 dpi or higher.

**PRODUCTION CHARGES:** Rates apply to only finished, camera-ready ads supplied by the advertiser. Minor additions, corrections, artwork, typesetting, Photostats or other display ad work requested by the advertiser will be included as extra charges on the advertising invoice.

For more information, contact Frances MacCusworth, Tel: (416) 239-6462, Fax (416) 239-5462, email: [journal@oohna.on.ca](mailto:journal@oohna.on.ca)

### Payment and Cancellations

Please complete the Advertising Application Form on the reverse. Payment is due upon receipt of invoice. Cancellations must be made in writing. Cancellations received before the deadline date may be subject to a \$50 administrative fee plus a fee for any publishing costs incurred. Cancellations received after the deadline date are subject to payment in full. Acceptance of an ad does not imply endorsement of the products or services. Application for advertisement is subject to availability.

**Ontario Occupational Health Nurses Association**  
302 The East Mall, Suite 605 Toronto, ON M9B 6C7  
Tel (416)239-6462 Fax (416)239-5462 email: [journal@oohna.on.ca](mailto:journal@oohna.on.ca)

# Advertising Rates & Information

The OONHA Journal  
Published by the Ontario Occupational Health Nurse Association

Circulation: 1,300  
Tri-annual publication

## Advertising Space & Frequency Selection

## Advertising Rates

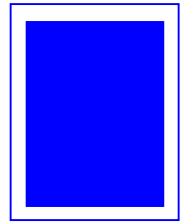
Rates are PER ISSUE and do not include GST

Indicate Selection	AD SIZE	1X	3X
	Inside Front Cover (colour)		SOLD
	Inside Back Cover (colour)	\$ 900	\$ 840
	Outside Back Cover (colour)	\$ 1,000	\$ 940
	Full Page (b/w)*	\$ 800	\$ 740
	1/2 page (b/w)*	\$ 520	\$ 460
	1/4 page (b/w)*	\$ 210	\$ 150
	Business Card (b/w)*	\$ 100	\$ 80

For colour ad, add 35%



Full page back cover



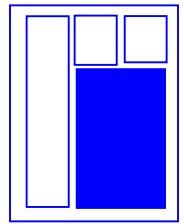
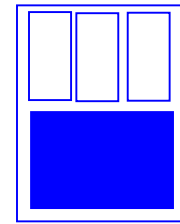
Full page Inside

## Tri-Annual Publication

## Submission Deadline

Vol. 28, No. 1, Spring 2010  
Vol. 28, No. 2, Fall 2010  
Vol. 28, No. 3, Winter 2010

Feb 1, 2010  
Aug 01, 2010  
Oct 01, 2010

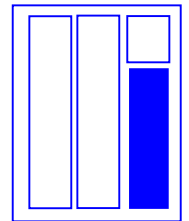
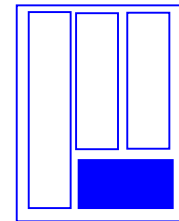


Half page b/w

## Advertisement Size

Journal Trim Size 8 1/2" X 11"

AD SIZE	Width	Height
Inside Front Cover (colour)	8"	10 1/2"
Inside Back Cover (colour)	8"	10 1/2"
Outside Back Cover (colour)	8 1/2" + bleed	11" + bleed
Full Page	8"	10 1/2"
1/2 page horizontal	7 3/8"	4 3/4"
1/2 page vertical	4 3/4"	7 3/8"
1/4 page horizontal	4 3/4"	3 1/2"
1/4 page vertical	2 1/4"	7 3/8"
Business Card	3 1/2"	2"



One-quarter page b/w

## Advertising Application Form

PLEASE PRINT CLEARLY

Company Name: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_ Title \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ (Must be signed by an authorized representative)

Mailing Address: \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ Cheque Enclosed \$ \_\_\_\_\_

Select the advertisement type and number of issues you would like to advertise in and fax this page to

Frances MacCusworth, Editor - JOURNAL

302 The East Mall, Suite 605 Toronto, ON M9B 6C7 Fax: 416-239-5462 email: journal@oohna.on.ca